



## ABOUT JASON

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Jason is an **experience designer, manager, and mentor**. His books and articles about digital design include *CSS3 Visual Quickstart Guide* and *Final Cut Pro & The Art of Filmmaking*. He is a leader in the internet industry, working with clients including Virgin Group and the Aspen Institute. He is currently an independent consultant and adjunct professor in Interactive Digital Media at Drexel University.

## CONTACT INFORMATION

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## WORK SAMPLES

In the years I have been working as an experience designer, my methodologies and deliverables have changed and evolved to stay current with best practices, but my commitment to delivering the best documentation quickly has not.

These samples presented her include several of my most recent efforts, showing the breadth of skills and tools I bring to every project. These include:

- UX Strategy
  - Product Comparison
  - Journey Maps
  - Service Maps
  - Storyboards
  - Product Concepts
  - UI Sketches
  - Site Flow
  - Prototyping
-

# UX STRATEGIEY

After a rigorous discovery phase with the client (THE USDA) I produced this report to show our findings and some possible publication models we could use to distribute their magazine online.

## Discovery

Amber Waves for USDA ERS  
created by Jason Cranford Teague jct@jasoncrandford.com  
Version 1.1 published Thu Jul 31 2014

### Audience Segmentation - Policy Influencers

Name	Anne Kelley	Nancy Thompson	Mark Khan	Dan Jones	María Velásquez
<b>Audience</b>	Government	Media/Blogger	Legislative Assistants/Gatekeepers	Agribusiness Professionals	Academics and Researchers
<b>Occupation</b>	USDA Program Manager	Blogger for foodpolicy.com	Legislative Assistant for Senator on Appropriations Committee for Agriculture	Owner, Dan's Manufacturing Co	Fellow at Brookings Institution
<b>Goals</b>	I need information to help me make more informed programmatic decisions.	I need the latest data and story to share on my blog.	I need to inform and advise my Senator for his next meeting.	I want a synthesis of ERS' research on commodities to see how it may impact my business.	I want to see what other people are researching in my field and get ideas for new research projects.
<b>Background</b>	Grew up spending a lot of time outdoors and hiking. Worked for a summer on a farm. Studied nutrition and environmental studies.	Nancy has a Ph.D. in health and nutrition from UMass Amherst. She is currently a professor of sociology at UConn and has published many books on food, nutrition, and the environment.	Originally from Maine, Mark has a BA in Political Science from Georgetown. He is passionate about creating legislation that supports small farmers.	Grew up on a farm in Iowa. After studying agriculture at the University of Iowa, Dan started a business selling farm manufacturing equipment.	Based in Washington, DC, holds a Ph.D. in Sociology. Interested in water policies and food production.
<b>Needs</b>	<ul style="list-style-type: none"> <li>Quick facts to insert for a presentation or speech</li> <li>Packaged Analysis</li> <li>Understanding other departments</li> <li>Birds eye view of issues</li> </ul>				
<b>Goals &amp; Motivations</b>	Ensure the success of nutrition programs managed by USDA. Provide nutrition education, support hunger relief efforts, support nutrition policy coordination.				
<b>Key Tasks</b>	Inform the public. Give presentations and speeches. Manage program (staff, budget, grants, research). Develop memos and briefs.				

### Features - Web Site

Feature by Priority	Available
<b>Search</b> Users can search the contents of the web site	Available
<b>Bookmarking/Save for Later</b> Allows users to save an Article to read at a future date or on another platform	Available
<b>Copy &amp; Paste</b> Users have the ability to select text and copy and paste it	Available
<b>Interactive Elements</b> Users can manipulate elements of the content or watch/listen to content	Available
<b>Magazine Interface</b> The look and feel of the site resembles a magazine	Available
<b>Notifications/Subscriptions</b> User receives a notification for new content	Available
<b>RSS Feed</b> Users can subscribe to an RSS feed	Available
<b>Sharing Articles</b> Users have the ability to share articles through email	Available
<b>Audio/Visual</b> Users are able to play/listen to podcasts and videos	Available
<b>Figure Gallery</b> Space that brings together all charts, graphs, tables, etc	Available
<b>Contact Author</b> Users are able to contact Author	Available
<b>External Embed</b> Users can copy and paste code to place an object on their site	Available

Discovery Amber W  
Audience Seg  
created by Jason Cranford  
Version 1.1 published Thu Jul 31 2014

### Features - Tablet

Feature by Priority	Web Site	Web App	Magazine App
<b>Offline Reading</b> Users are able to read content without internet or a cellular connection	X	Available	Available
<b>Regular Ad-Hoc Updates</b> ERS can update content at any time	Available	Available	Available
<b>Interactive Elements</b> Users can manipulate elements of the content or watch/listen to content	Available	Available	Available
<b>Audio/Visual</b> Users are able to play/listen to podcasts and videos	Available	Available	Available
<b>Content Automatically Flows from CMS</b> Content is placed into tablet version from CMS database	Available	Available	Available
<b>Magazine Interface</b> The look and feel of the tablet experience resembles a Magazine	Available	Available	Available
<b>AW Brand Distinct from ERS Brand</b> AW's look and feel will be different from the ERS look and feel	Available	Available	Available
<b>Notifications/Subscriptions</b> User receives a notification for new content on device	Available	Available	Available
<b>Bookmarking/Save for Later</b> Allows users to save an Article using bookmarking service	Available	Available	Available
<b>Sharing Articles</b> Users have the ability to share articles through email	Available	Available	Available
<b>Copy &amp; Paste</b> Users have the ability to select text and copy and paste	Available	Available	Available
<b>Print</b> Users print content in a readable format	Available	Available	Available
<b>Search</b> Users can search the contents of Amber Waves	Available	Available	Available
<b>Contact</b> Users are able to contact authors and ERS	Available	Available	Available

Discovery Amber W  
Features - We  
created by Jason Cranford  
Version 1.1 published Thu Jul 31 2014

### User Stories

User Stories	Main Platform	Copy/Paste	Audio/Video	Interactive Elements	Figure Gallery	Bookmarking/Save for Later	Sharing Articles	Search	Print	Offline Reading	Contact	External Embed
As a USDA Secretary I want to learn about the drought so that I can prepare for a TV interview.	website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a USDA Program Manager I want to read Amber Waves on the metro (offline) so that I can gain background on the latest findings related to my program.	tablet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Nutrition Blogger I want to discover some unique economic analysis related to nutrition so that I can write a widely read blog story.	website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Blogger I want to find reliable information on childhood obesity so that I can write a food policy post.	website/tablet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Journalist I want to find the latest data on the drought so that I can include it in my article about the effects of the drought on the poor.	website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As an Appropriations Staffer I want to know what ERS does with all my money so that I can decide whether or not to cut ERS' budget.	website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Legislative Assistant I want to review charts and talking points so that I can brief policymakers.	tablet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Legislative Assistant I want downloadable charts and tables so that I can include them in a presentation I am creating for my Senator.	website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As an Owner of a Manufacturing Company I want to find information on agricultural commodities so that I can see how I may impact my business.	website/tablet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Farmer I want to find quick information on prices and demand so that I can price my products accurately.	tablet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Researcher I want to see what other people are researching in my field so I can get inspiration and know what research is popular.	website/tablet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Researcher I want to read Amber Waves so that I understand the context of my research.	website/tablet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Teacher/Professor I want to use articles in Amber Waves so that my students can learn about critical issues.	website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
As a Student I want to find articles on soil erosion so that I can research for my paper and get an A.	website/tablet	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Discovery Amber Waves for USDA ERS  
User Stories  
created by Jason Cranford Teague jct@jasoncrandford.com  
Version 1.1 published Thu Jul 31 2014

### Infographics

Info graphics are used to visually tell the story of the article, generally using a combination of data and pictograms.

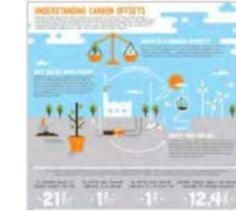
- Infographics allow you to:**
- Tell a story in a visual manner
  - Provide a teaser to more data or information
  - Provide a consistent design
  - Create content that can be easily shared and posted to other sites and social media channels (facebook, pinterest, etc.)

- Recommendations**
- Use a simple info graphic as the cover image for each issue, to tell the story of one of the feature articles like <http://www.fstcodeign.com/1570463/infographic-how-the-poor-spend-their-money-vs-the-middle-class>.
  - If time and budget allow, develop simple interactive cover info graphic images like <http://visualization.geblogs.com/visualization/health-visualizer/>.
  - Develop info graphic story styles to encapsulate articles for findings and data feature stories.

Cover examples:



Article examples:



### Content

**Goal**  
To ensure that all information in Amber Waves tells a relevant story to the reader.

- Recommendations**
- Continue the format of long articles (Features), short articles (Findings), and a data focus (Data Feature).
  - Continue curation of Amber Waves and focus on the most popular, pertinent publications to showcase in Amber Waves.
  - You don't have to use every data type in every issue. Select the data type that best supports the story you want to tell. For example, it's not necessary to have "On the Map" in every issue, however, if there is a great Map of data relating to the drought (or other timely topic), include it.
  - Content can be flexible, not all data has to be displayed in a pie chart or bar chart, consider images, graphic representations, and infographics as well.

Discovery Amber W  
Infographics  
created by Jason Cranford  
Version 1.1 published Thu Jul 31 2014

Discovery Amber W  
Content  
created by Jason Cranford  
Version 1.1 published Thu Jul 31 2014

### Publication Model 1 — Ad-Hoc Parallel

Articles are written and then submitted as ready, moving around independently within the production process, published as ready to the Web site and tablet version.



### Publication Model 2 — Ad-Hoc with Quarterly Magazine

Articles are written and then submitted as ready, moving around independently within the production process, published as ready on the Web site. A quarterly version is then created from the content published on the website.



Discovery Amber Waves for USDA ERS  
Publication Model 2 — Ad-Hoc with Quarterly Magazine  
created by Jason Cranford Teague jct@jasoncrandford.com  
Version 1.1 published Thu Jul 31 2014

# PRODUCT COMPARISON

## Call Recording Service Product Page Comparison

Thu Dec 15 2016

Prepared for



### Product Comparison Introduction

We examined six different product pages used to educate people about call center recording systems. We focused on the path from the home page to a **Workforce Management** or **Workforce Optimization** product page.

#### ZOOM International

**ZoomInt.com**  
At ZOOM, we give contact centers of all sizes the tools to make better customer connections, but we can only do that if our own customer connections are the best they can be. That's why we've made it our mission to lead by example, and continually aim to improve our tools and set new challenges for ourselves.

#### Verint

**Verint.com**  
Verint is a global leader in Actionable Intelligence solutions with a focus on customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in 180 countries count on intelligence from Verint solutions to make more informed, effective and timely decisions.

#### Nice

**Nice.com**  
When the world's leading companies want to improve their business performance, increase their operational efficiency, prevent financial crime, ensure they're fully compliant or enhance their safety and security, they talk to NICE.

#### Five9

**Five9.com**  
Five9 is the leading provider of cloud contact center software. We are driven by a passion to transform contact centers into customer engagement centers of excellence, coupled with a deep understanding of the cost and complexity involved in running a contact center.

#### Genesys

**Genesys.com**  
For over 25 years, Genesys has been delivering exceptional customer engagement solutions that build lasting customer relationships and transformative business results. It's what we do. Today, over 5,000 customers of all sizes in more than 100 countries rely on the Genesys Customer Experience Platform to orchestrate over 25 billion interactions per year through the voice and digital channels.

**Evaluation Criteria:**  
Load Speed: **Fast** | **Medium** | **Slow**  
>3s 3-6s 6s+  
Clarity of design voice  
Ease of use  
Features

**Key Features Examined:**  
Mobile Friendly  
Symantec Content  
Social Proof  
Hero Images

### ZOOM International



START: ZoomInt.com



User clicks Solutions menu to choose Workforce Management.



Speed: **Fast**  
Ease: 7/10  
Clarity: 5/10  
Features: 3/10

**KEY FEATURES**  
✓ Mobile Friendly  
✓ Symantec Content  
x Social Proof  
x Hero Images



User scrolls.



### Verint



START: Verint.com



User clicks Solutions menu to choose Workforce Optimization.

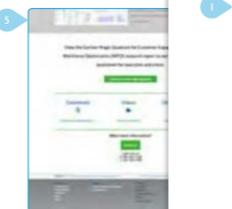


Speed: **Fast**  
Ease: 6/10  
Clarity: 3/10  
Features: 4/10

**KEY FEATURES**  
▲ Mobile Friendly  
Symantec Content  
✓ Social Proof  
▲ Hero Images  
x Plans, Value Propositions



User scrolls.



\*2 page scrolls. Clear call to action.

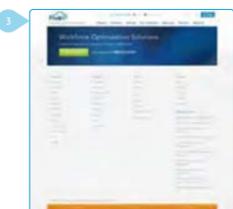
### Five9



START: Five9.com



User clicks Solutions menu to choose Workforce Management.



No information provided on main WFO product page. User has to choose from sub page.

Speed: **Fast**  
Ease: 3/10  
Clarity: 4/10  
Features: 2/10

**KEY FEATURES**  
✓ Mobile Friendly  
▲ Symantec Content  
✓ Social Proof  
x Hero Images  
x Clear Value Propositions  
x Figures Illustrating key points  
x Functionality Explanation  
x Architecture Explanation  
✓ Clear Next Steps

**UNIQUE FEATURES**  
Page Interrupt: Pop-up to sign-up for newsletter.

**EVALUATION**  
Despite a clean and well ordered design, Five9 lacks several best practice features, and presents the visitor with a page interrupt when the page loads for the first time, disrupting their experience, and important content pages are hidden under top level menu options (3). Additionally, imagery is extremely blurry in places, which looks unprofessional.

▲ Although using proper HTML tags, they are not well ordered, leading to poorer SEO.



User views information.

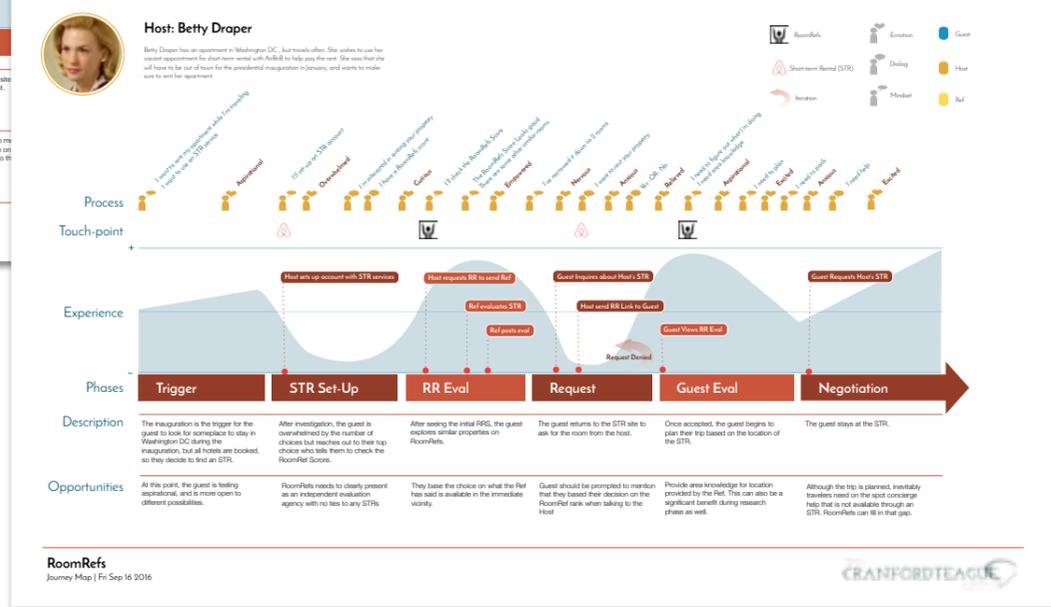
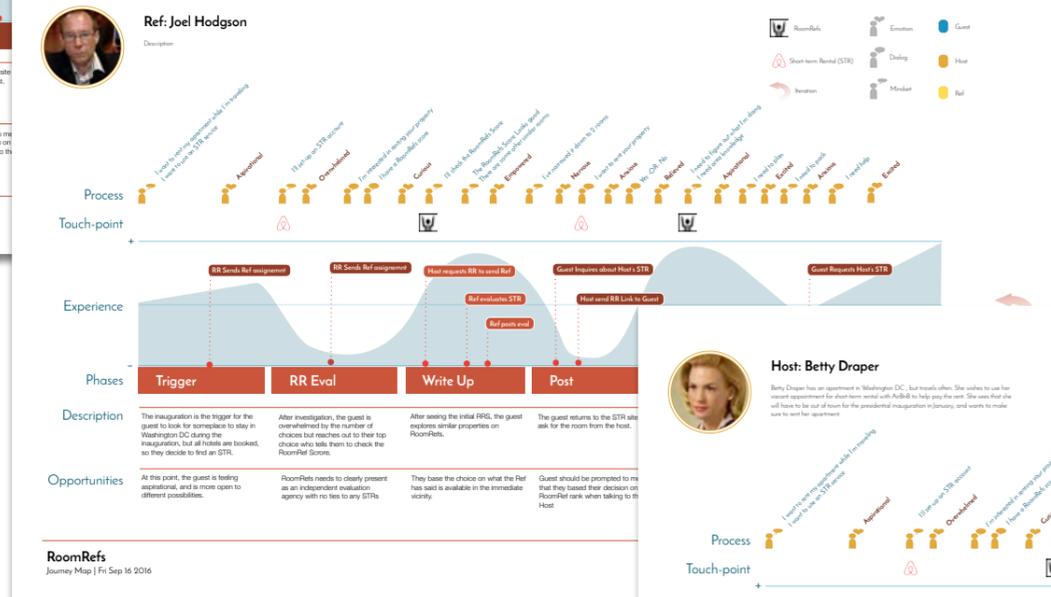
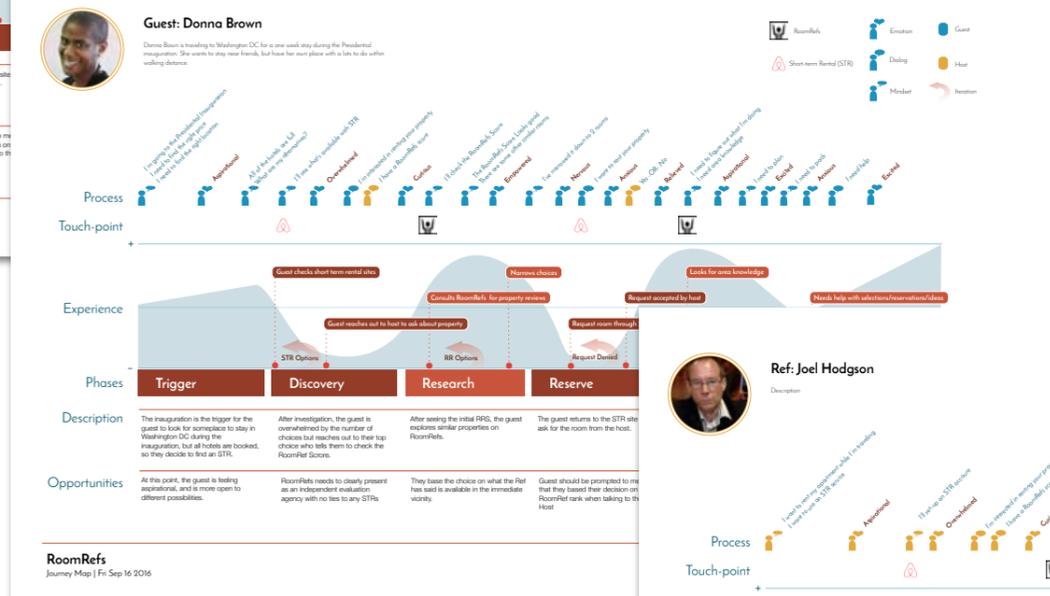
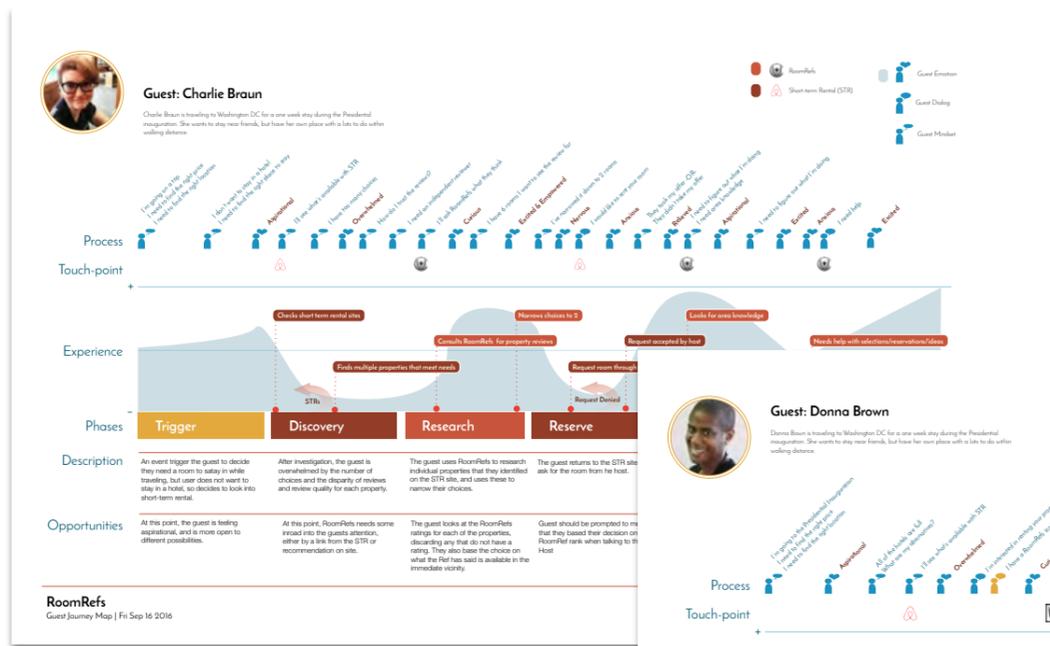


\*1 page scrolls. Next clear next steps. User has to click menu to proceed to next page.



User views information. \*1 page scrolls. Next clear next steps. User has to click menu to proceed to next page.

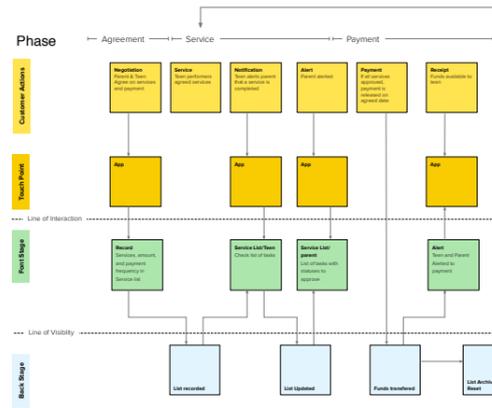
# JOURNEY MAP



To better understand the process potential customers and clients go through in order to find reliable information about 3rd party rental properties, RoomRefs engaged me to create journey maps to show their process, touch-points, experience, and potential opportunities. This lead to a design engagement with the start-up.

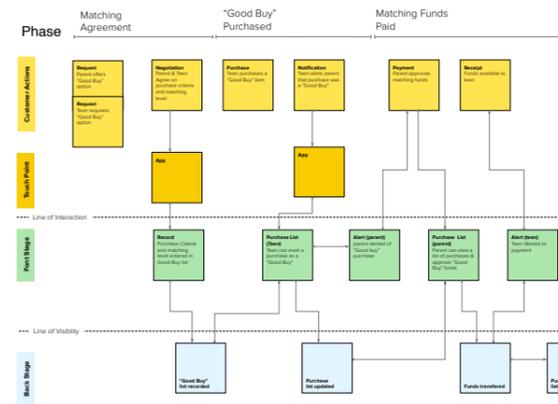
# SEVICE MAP

## Service Map for Recurring Services



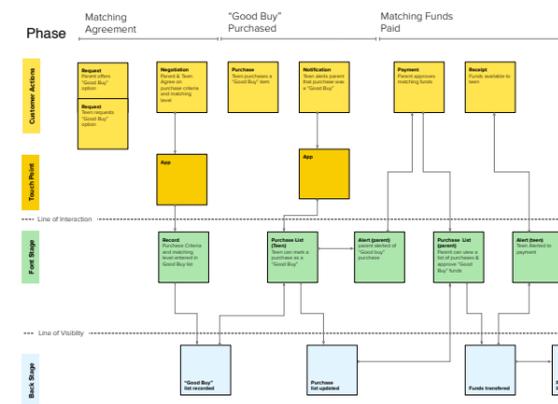
**Story:** Teen earns money based on recurring services completion.  
**EXAMPLE:** \$20/bi-weekly for taking out trash, emptying cat box, and cleaning kitchen.

## Service Map for Family Funds



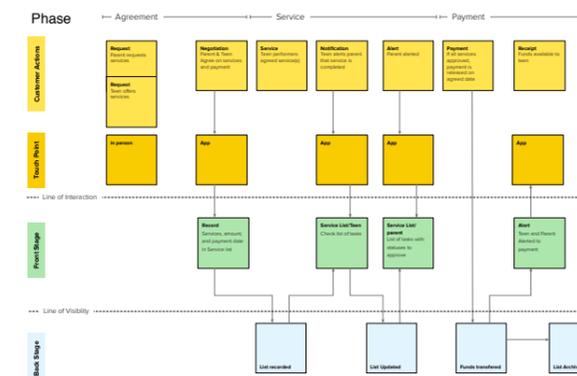
**Story:** Parent agrees to match funds on certain kinds of purchases.  
**EXAMPLE:** Parent agrees to match funds on purchase of non-fiction books at 1:1 ratio. If the

## Service Map for Good Buys



**Story:** Parent agrees to match funds on certain kinds of purchases.  
**EXAMPLE:** Parent agrees to match funds on purchase of non-fiction books at 1:1 ratio. If the

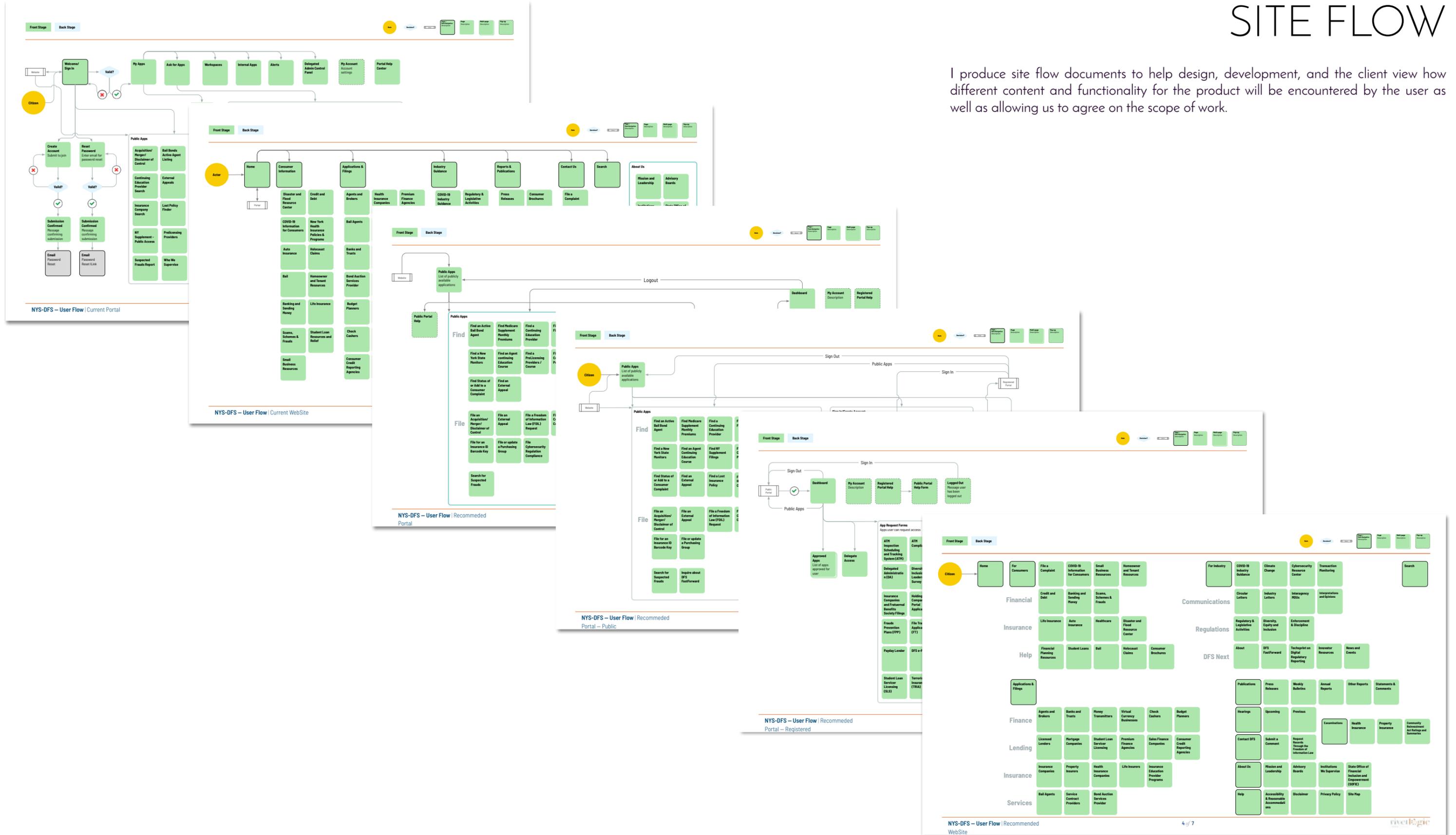
## Service Map for One Time Service(s)



**Story:** Teen earns money based on recurring services completion.  
**EXAMPLE:** \$20/bi-weekly for taking out trash, emptying cat box, and cleaning kitchen.

# SITE FLOW

I produce site flow documents to help design, development, and the client view how different content and functionality for the product will be encountered by the user as well as allowing us to agree on the scope of work.

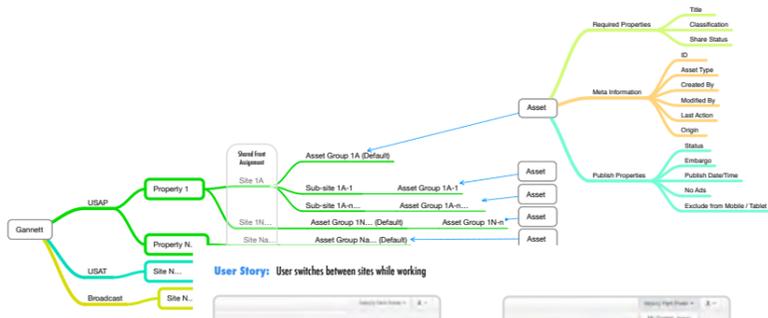


# STORYBOARDS

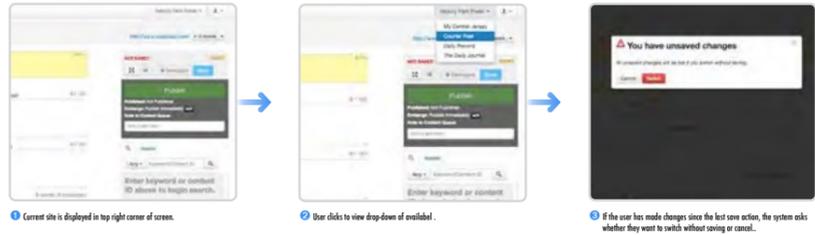
Using Agile methodology coupled with a Lean UX approach, I created simplified interactive prototypes, which I could then quickly convert to storyboards for consideration during daily stand-up meetings.



**Presto Notes – Multi-site**  
v1.5.2  
Thu Nov 21 2013



**Presto Notes – Multi-site | Origin/Asset**  
page 2 of 10 | v1.5.2 | Thu Nov 21 2013



- 1 Current site is displayed in top right corner of screen.
- 2 User clicks to view drop-down of available.
- 3 If the user has made changes since the last save action, the system asks whether they want to switch without saving or cancel.



**Presto Notes – Multi-site | Switching Site**  
page 3 of 10 | v1.5.2 | Thu Nov 21 2013



- 1 User clicks "edit" button for sub-site.
- 2 User can search for sub-sites in type-ahead menu. After selecting the option, it is set as the asset-group sub-site, and added to a "sticky" list of last 5 sub-sites selected by user.
- 3 Sub-site can be edited at any point until the user saves the asset.



**Presto Notes – Multi-site | User Changes Sub-site**  
page 4 of 10 | v1.5.2 | Thu Nov 21 2013

**Presto Notes – Multi-site | User Changes Sub-site**  
page 4 of 10 | v1.5.2 | Thu Nov 21 2013



**User Story:** User specifies specific sub-site from list of previously used sub-sites.

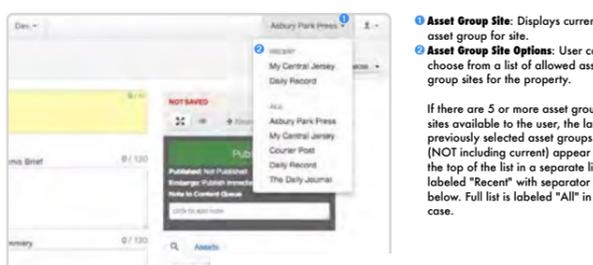


- 1 User clicks "edit" button for sub-site.
- 2 User can choose from a list of up-to-the last five sub-sites they have used. Clicking the name will set that as this asset's sub-site. Clicking the star will
- 3 Sub-site can be edited at any point until the user saves the asset.



**Presto Notes – Multi-site | User Sets De**  
page 5 of 10 | v1.5.2 | Thu Nov 21 2013

**Presto Notes – Multi-site | User Sets De**  
page 5 of 10 | v1.5.2 | Thu Nov 21 2013



- 1 **Asset Group Site:** Displays current asset group for site.
- 2 **Asset Group Site Options:** User can choose from a list of allowed asset group sites for the property.

If there are 5 or more asset group sites available to the user, the last 3 previously selected asset groups (NOT including current) appear at the top of the list in a separate list labeled "Recent" with separator below. Full list is labeled "All" in this case.

**Presto Notes – Multi-site | Setting Site**  
page 6 of 10 | v1.5.2 | Thu Nov 21 2013



**Presto Notes – Multi-site | Setting Shari**  
page 7 of 10 | v1.5.2 | Thu Nov 21 2013



**Presto Notes – Multi-site | Setting Shari**  
page 7 of 10 | v1.5.2 | Thu Nov 21 2013

- 1 **Asset Group Site:** Indicates asset group's site, linked to that sites home page if available.
- 2 **Asset Group Sub-site:** Indicates asset group's sub-site—if applicable—with link to sub-site home page if available. "None" is displayed if there is no sub-site.
- 3 **Edit Asset Group Sub-site:** Click to view options for chaining the sub-site soup. Button is not displayed after the asset is saved.
- 4 **Sharing Status:** Indicates current share status.
- 5 **Edit Sharing Status:** User clicks to edit Sharing Status. Sharing

**Asset Group Pattern for retrofit:** A similar but simplified pattern will be used as existing UI.

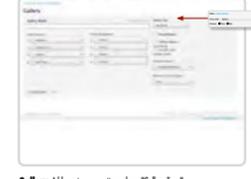
- 1 Site: <site name>
- 2 Sub-site: None
- 3 Share:  Yes  No

- 1 **Asset Group Site:** Linked to that sites home page if available.
- 2 **Asset Group Sub-site:** List of available sub-sites for site. "None" is displayed if there is no sub-site.
- 3 **Sharing:** choose current share status. "Yes" is default.

Tooltip: "Choose 'No' to limit sharing to <site name>."



**Create Story:** Plus below "Source" field and replace with asset group patterns.



**Gallery:** Add asset group pattern above "Gallery type".



**Gallery:** Add asset group pattern above "Tags".



**Video:** Add asset group pattern above "Tags".

**Presto Notes – Multi-site | Retrofitting Site/Sub-site for Current UI**  
page 8 of 10 | v1.5.2 | Thu Nov 21 2013



# PRODUCT CONCEPT

## Doctor Finder Concepts

Thu Mar 23 2017

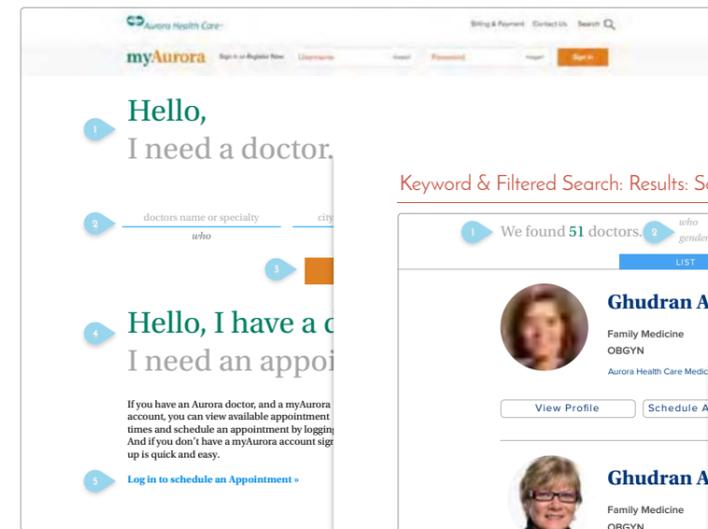
Prepared for



Aurora Health Care | Doctor Finder Concepts

Aurora Health Care was interested in investigating innovative methods to provide patients for searching for the right doctor in their extensive database. I presented two separate methods based on fast search techniques.

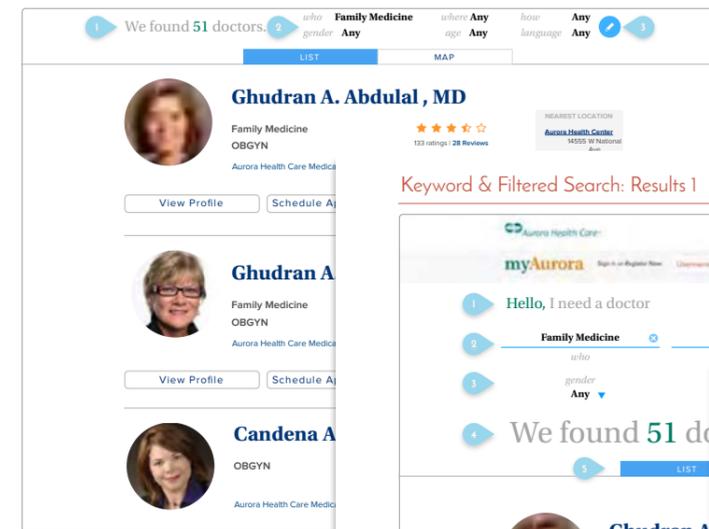
### Keyword & Filtered Search: Input



Aurora Health Care | Doctor Finder Concepts

- 1 Clear but simple value proposition message using friendly language
- 2 Primary search criteria: who (name or specialty), where (zip, city, or facility), how (insurance). User can enter one or all three.
- 3 Click to search for doctors after filters. Disabled until at least one field has valid info.
- 4 Clear alternative message to find an appointment.

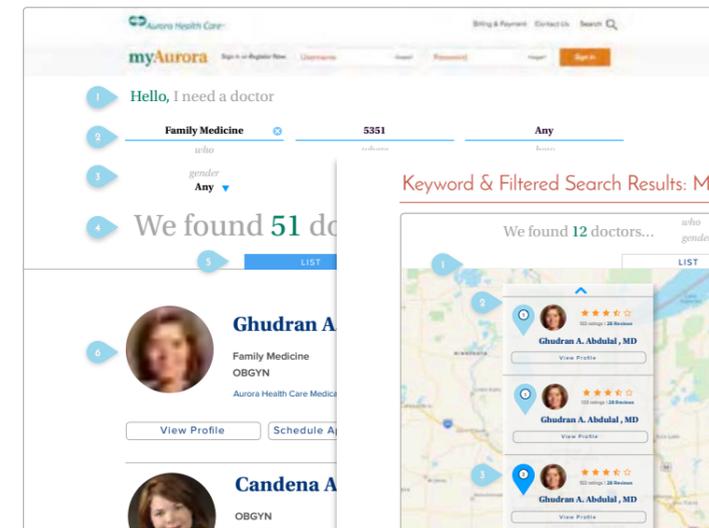
### Keyword & Filtered Search: Results: Scroll



Aurora Health Care | Doctor Finder Concepts

- 1 Number of doctor message panels, but in reduced format.
- 2 Filters panel in reduced format but can not be directly added on the page.
- 3 Click to open modal to edit filters.

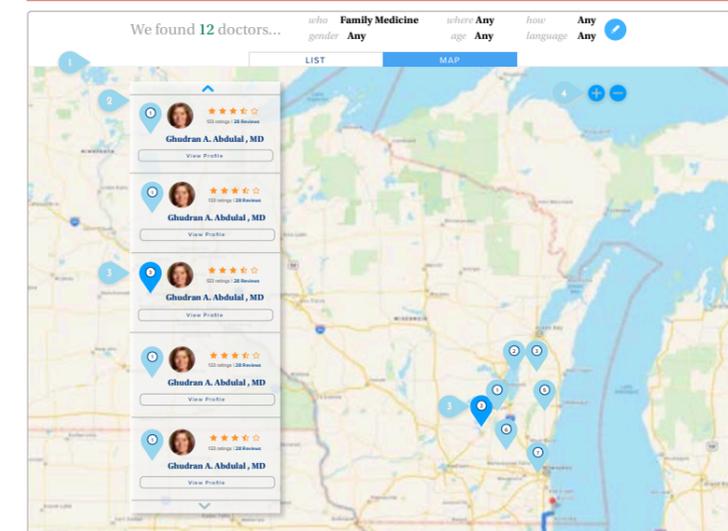
### Keyword & Filtered Search: Results 1



Aurora Health Care | Doctor Finder Concepts

- 1 Message panels, but in reduced format.
- 2 Primary filters panel.
- 3 Secondary filters presented as drop-downs.
- 4 Clearly presents how many doctors have been identified.

### Keyword & Filtered Search Results: Map



Aurora Health Care | Doctor Finder Concepts

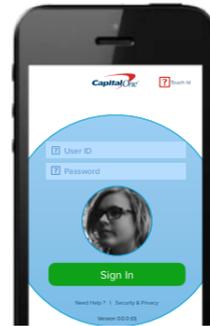
- 1 Full screen map with reduced header. Map can be dragged and zoomed by user.
- 1 Floating window frame over map lists results.
- 2 Currently selected doctor highlighted.
- 3 Map zoom controls.

7 of 15

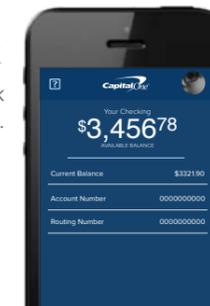
## TETHER UI SKETCHES

I used Apple Keynote to construct a working prototype to show to key stakeholders. This had the advantage of being able to accurately display not only the visual UI, but the interactions, and transitions we would be using.

**Login**  
Similar IA to Capital One app, but places teen customer at center of experience.



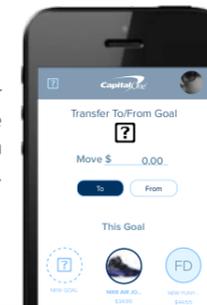
**Account**  
Information about bank account.



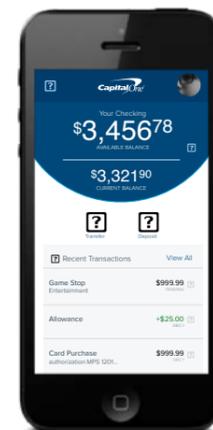
**Dashboard**  
Presents teen with important info, each element clickable to get to further details and functionality.



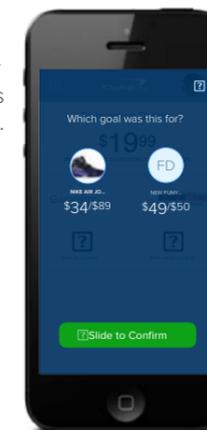
**Account**  
Teen can move funds to or from account into goals. The money will not appear in available balance.



**Account**  
Account details presented, similar to Capital One app, but with functions tailored to teen needs.



**Account**  
Teens can mark a goal as completed.



# Prototyping

I prefer designing using HTML, CSS, and JavaScript to be able to show all interactions and ensure that the product will work as designed when developed. To do that I deploy a self made tool set called Prototy2, which allows me to present functional prototypes to clients, including navigation, micro-interactions, and responsive design. In addition, Prototy2 produces a living digital style guide that always matches the design.

